

United Nations Development Group Iraq Trust Fund
Project #:C9-30
Date and Quarter Updated: January-March 2012 (1st Quarter)

Participating UN Organisation: UNESCO **Sector: Governance**
Government of Iraq – Responsible Line Ministry: Ministry of Culture- Ministry of Tourism

Title	Assisting the Government of Iraq to Develop a National Tourism Strategy				
Geographic Location	Nation wide				
Project Cost	USD 1,000,000				
Duration	12 months- extended to 24 months				
Approval Date (SC)		Starting Date	1 March 2010	Completion Date	Originally 26 April 2011, extended to 27 April 2012 (2 nd no cost extension will be requested till end of December 2012)
Project Description	<p>Pillar 1 of the National Development Strategy of Iraq (2007 – 2010) seeks to strengthen the foundations of economic growth through a variety of means including providing a greater role for tourism. Considering the potential impact of the tourist industry, UNESCO will assist the Iraqi Government in preparing a National Tourism Strategy. The main objective of the project is to strengthen capacities of relevant Government Institutions, in particular of the State Board of Tourism for the strategic planning of tourism sector and for promotion of cultural, religious and eco-tourism.</p> <p>Development of a comprehensive tourism strategy for Iraq will cover different aspect of the tourist industry. Moreover, it will identify potential touristic products for cultural, religious and eco-tourism and will suggest ways of developing the sector at a short-, mid- and long-terms. The mapping of Iraq’s rich cultural resources is currently quite limited, targeting mainly the mapping of cultural heritage sites and museum collections. This extremely important exercise coordinated by the Ministry of Culture needs to be supported by extending the scope of mapped resources to religious and natural sites.</p>				

Development Goal and Immediate Objectives
<p>NDS:</p> <ul style="list-style-type: none"> 5.3: Strengthen economic growth through tourism 7.1: Human Development 9.4: Strengthening institutions and improving governance <p>ICI Benchmarks (as per the Joint Monitoring Matrix 2008):</p> <ul style="list-style-type: none"> 4.2.1.2 Adopt and implement comprehensive transparency policies and legislation <p>Sector Team Outcome(s):</p> <ul style="list-style-type: none"> Strengthened regulatory frameworks, institutions and processes of national and local governance <p>Programme/Project Outcome(s):</p> <ul style="list-style-type: none"> Strengthened regulatory frameworks, institutions and processes of national and local governance

Outputs, Key activities and Procurement	
Outputs	Output 1.1: GOI has improved capacities to develop the tourism sector; Output 1.2:GOI is better able to promote cultural, religious and eco –tourism
Activities	<ol style="list-style-type: none"> 1. Assessment of capacity and operational needs of the Iraqi State Board of Tourism 2. Kick off Meeting for the project of assistance to the GoI for the development of tourism sector; 3. Three trainings for strategic planning for State Tourism Board and all other stakeholders from relevant ministries 4. Three study tours on planning and management of 1) cultural, 2) religious and 3) eco-tourism sites in the region; 5. Training of the staff of the Ministry of Environment and of the Ministry of Endowment and Religious Affairs in data collection for religious and eco-tourism sites; 6. Support to the preparation of a Draft Tourism Strategy; 7. Conference to present and endorse the Tourism Strategy (Baghdad); 8. Training of recruited team of young architects archaeologist and web designers for virtual tour design; 9. Development of Sample Virtual Tours; 10. Technical Assistance for the establishment of criteria for Tourism Guide Licensing System; 11. Support to the identification of training centers for tourism guides in cultural, religious and eco-tourism
Procurement (major items)	Equipment for development of virtual tours

Funds Committed	USD 538,713	% of approved	53.87%
Funds Disbursed	USD 524,184	% of approved	52.42%
Forecast final date	31 December 2012 (extension requested)	Delay (months)	9 months

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	15	95
Women	15	95
Children		
IDPs		
Others		
Indirect beneficiaries		
Employment generation (men/women)		

Quantitative achievements against objectives and results			
Support to the preparation of a Draft Tourism Strategy;	Experts identified and mobilized to perform capacity-building activities with government staff to finalize a national tourism strategy.	% of planned	20
Training of the staff of the Ministry of Environment and of the Ministry of Endowment and Religious Affairs in data collection for religious and eco-tourism sites;	Ministries of Environment, Culture and Religious Endowment are properly trained for data collection either by the projects and/or by some partner institutions	% of planned	100
Training of recruited team of young architects archaeologist and web designers for virtual tour design;	Experts representing three respective Ministries (Culture, Environment and Endowment and Religious Affairs) and training venue identified (Tourism department at the University of Mustansiriya)	% of planned	20

Development of Sample Virtual Tours on archaeological sites, religious shrines, and eco tourism sites	Sites identified by Iraqi Ministries.	% of planned	20
Support to the identification of training centers for tourism guides in cultural, religious and eco-tourism	Existing training centres in tourism studies in Iraq identified.	% of planned	100

Qualitative achievements against objectives and results

New work plan agreed upon with MoTA over a 6-month period. International tourism development experts, with a focus on cultural and religious tourism, and the hospitality sector, identified and mobilized to support government staff in finalizing a national tourism strategy through training in strategic planning and capacity building. Experts will also work with local committees to finalize site-specific (Babylon and Najaf) tourism development/management.

Main implementation constraints & challenges (2-3 sentences)

Three main impediments considerably delayed project implementation: unclear line of authority over State Board of Tourism (between MoTA and MoC); involvement of State Board of Tourism in preparation of Arab League Summit; unavailability of Al Rasheed Hotel as venue for training activities. All three issues resolved by end March 2012.